

**BI CITY OF BAINBRIDGE ISLAND  
2017 LODGING/TOURISM FUND PROPOSAL COVER SHEET**

**Project Name:**

North Kitsap Tourism Coalition Market Plan and Event Implementation

**Name of Applicant Organization:**

North Kitsap Tourism Coalition

**Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) status and Tax ID Number:**

501(c) 6 status obtained August 25, 2015

Tax ID #: 47-2263450

**Date of Incorporation as a Washington State Corporation and UBI Number:**

September 29, 2014

UBI # 603-439-763

**Primary Contact:**

Pete Orbea

PO Box 85 Port Gamble, WA 98346

porbea@orminc.com

Day phone: (360) 297-8074 Cell phone: (360) 930-1758

**Please indicate the type of project described in your proposal: ☒ Project Type**

☒ Tourism marketing

☒ Marketing and operations of special events and festivals designed to attract tourists

☒ Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization\*

☒ Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district\*

**Describe the applicant organization's mission, history and areas of expertise. Describe the applicant's experience in tourism promotion on Bainbridge Island and its demonstrated ability to complete the proposed project.**

Types of services: Digital marketing and video creation of new and existing events in order to increase the number of visitors from Outside Kitsap County and overnight stays, especially in the shoulder season; to increase the awareness of the natural resources and amenities in Kitsap County; and to reach out to audiences beyond Kitsap County.

**Description of Project**

We will continue to focus our efforts and create marketing campaigns and products that evoke the emotions, sights, sounds and smells of experiencing Kitsap County, while preserving the identity of each community. With these funds we will:

- Select events and activities most likely to bring visitors from Outside Kitsap County and create digital marketing campaigns to increase awareness and interest.
- Add lodging opportunities, links and codes to local lodging establishments to our campaigns to better track visitors and promote overnight stays.
- Expand our "Bead Jar" system for Outside Kitsap County visitor and overnight stays tracking methodology.
- Create videos for use in the campaigns and share with other tourism organizations. See Appendix F for links to current videos in use.

**History**

NKTC began in 2011 as some grassroots, ad-hoc volunteer group of individuals with a passion for the lovely Kitsap Peninsula and a unified mission to increase tourism and economic development. We gained non-profit status in August 2014 and obtained Federal Non-Profit status in 2015. Mike Barnet is our Marketing Director. Collectively we provide effective marketing campaigns for community events. Our Marketing Committee and Board of Directors includes marketing, communications, and PR professionals. Compliant with the County Policy, we have a diversity of funding, but require LTAC funding to continue.

As the NKTC Social Media outlets and email campaigns grow, NKTC has been successful in building targeted audience groups to promote various activities and events. Through targeted and re-targeted audiences developed by NKTC, Kitsap County events received increased awareness and tremendous engagements from visitors Outside Kitsap County or with travel times of more than 1 hour (travel time for 50 mi= 1 hour). Appendix A demonstrates our success with over 250,000 people reached and over 170,000 actual Facebook views.

We are synergistic with Visit Kitsap Peninsula(VKP) with each having our own place in the market and sphere of influence. VKP markets the entire Peninsula with a broader brush thereby creating a wide awareness and we target specific events to increase engagement, increase visitors from Outside Kitsap County and increase overnight stays. Please see Attachment D and E for a comparison of campaign results.

**2. If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note the maximum award of \$100,000 will apply to any single project, even if proposed by a team of partners.**

We have established and maintain relations with several key groups and organizations to include:

The Bainbridge Island Chamber of Commerce  
The Greater Poulsbo Chamber of Commerce

The Greater Kingston Chamber of Commerce  
Port Madison Enterprises and Suquamish Indian Tribe  
Olympic Property Group/ town of Port Gamble  
Noo-Kayet Development Corporation and Port Gamble S'Klallam Tribe  
The Poulsbo Marketing Coalition/CoC  
Kitsap Pride  
Greater Kingston Economic Development Committee/CoC  
Bainbridge Island Downtown Association  
NW Epic Series  
Visit Kitsap  
Winery Alliance of Bainbridge Island

Businesses participating in the Spirits & Spirits Festival, 2015, 2016 and 2017:

Bainbridge Island

Best Western Plus  
Bainbridge Brewing Co  
Treehouse Cafe  
Bainbridge Organic Distillers  
Fletcher Bay winery  
Bainbridge Vineyards  
Beach House Bar  
Bainbridge Cinemas/Lynwood Theatre  
Suzanne Maurice Wine Bar

Kingston

Divine Wine  
Kingston Ale House  
The Filling Station  
Westside Pizza

Port Gamble

Port Gamble General Store  
Mrs. Muir  
Butcher & Baker Provisions

Port Gamble S'Klallam

The Point Casino  
Heronswood

Poulsbo

Slippery Pig Brewery  
Valholl Brewing Co  
Sound Brewery

Suquamish

Clearwater Casino Resort

The Bainbridge Island CoC Marketing and Tourism Director is our Treasurer and Member of the Board and Marketing Committee.

As mentioned previously, all communities are represented on our Board of Directors and Marketing Committee.

We continue to actively seek out more potential partners.

**3. If appropriate, please list each project and the amount of funding awarded and utilized from the Lodging Tax Fund within the last 5 years (2011-2016).**

2015 - \$2500

Online Content Management Services complete as of Dec. 2015

Bainbridge Island Tourism Video complete as of Dec. 2015

2016 - \$8,000

Tourism Marketing

Maintain and enhance website including more videos, build email list and develop a following on Facebook

Marketing and operations of special events and festivals designed to attract tourism

Co-sponsored the Stottlemeyer 30/60 mountain bike race

Sponsoring & implementing 2nd annual Spirits & Spirits festival

2017 - \$10,000

Tourism Marketing

Maintain and enhance website including more videos, build email list and maintain Facebook while developing a broader following (example: Chilly Hilly Bike Race)

Marketing and operations of special events and festivals designed to attract tourism

Develop videos (example: Mochi Tsuki and Wine on the Rock)

(see Social Media Data Appendix A)

What's Your Sanctuary Video – Bainbridge Island completed and launched

North Kitsap Lodging Video launched

**4. If any projects previously funded through the Lodging Tax Fund were not completed and or if reports were not submitted to the City as requested, please explain.**

N/A

**Project Information**

**1. Describe the proposed project.**

Project Objective 1: Create and implement Digital Marketing Campaigns, focusing on shoulder season events but also including some summer season events, to increase visitors from outside BI and overnight stays by partnering with new and existing events. We currently market over 20 events and activities and will increase this number by selecting events/activities that are most likely to increase visitors from Outside Kitsap County and overnight stays.

Project Objective 2: Create and implement another tracking system for visitors staying overnight and link our Facebook marketing campaigns to local lodging establishments for reservations and codes for tracking. Please see the attachments for further data results.

With LTAC funding we will:

- Continue to market and collect attendance data for the 2017 events in 2018, therefore increasing visitors Outside Kitsap County and Overnight Stays.
- Add the remaining events to the schedule to be marketing and data collected, therefore further increasing visitors Outside Kitsap County and Overnight Stays.
- Produce and provide videos to VKP and other organizations for their use.

**Project Timeline**

Our timeline is dependent on the schedule of events from each community and will be assemble as the communities release their schedules. The marketing campaigns will extend from January 2018 through December 2018.

**North Kitsap Tourism Coalition****2018 Budget****Revenue**

Cash on Hand 1/1/2016	1,000
Bainbridge Island LTAC	10,000
Olympic Property Group	5,000
Noo-Kayet Development Corporation	5,000
Port Madison Enterprises	9,000
Poulsbo LTAC	10,000
Kitsap County LTAC	18,000
Kingston Stakeholders	500
app x Port Gamble S'Klallam Tribe	2,000
Suquamish Tribal Fund	2,000
Port of Kingston	500

**Total Revenue** **\$63,000**

**Expenses**

Creative design, implementation, management & maintenance of social media, website, newsletter, marketing plan	24,000
Marketing content editor	12,000
Digital Advertising & videos	16,000
Facebook Ads	4,000
Newsletter email program	300
Website domain renewals	300
Spirits and Spirits Event	2,000
Printing	1,000
Board Insurance	800
Liability Insurance	1,000
Annual State Corporate Renewal	10
Attorney fees - corporate	500

**Total Expenses** **\$ 61,910**

**Balance** **\$ 1,090**

**Provide a brief narrative to address the stated selection criteria**

**A. Expected impact on increased tourism in 2018.**

Visitors require four hours of activities for every hour of travel time. Therefore, if there are only enough activities to fill one day, visitors will only travel for two hours. This is often the case with the small towns in North Kitsap. By marketing itineraries for “Sanctuaries” and “Pick Your Passion”, we target specific markets and have more to offer. If we have more to offer by marketing the entire North Kitsap Peninsula, visitors will see more value in making the trip and will travel from farther away. Bainbridge Island lodging establishments can now become a base for visitors experiencing not only the many assets of Bainbridge, but also for those visiting the entire North Kitsap Peninsula.

Roger Brooks estimates that targeted itineraries will also increase visitors by 2-3 times. Itineraries focusing on areas of interest including wineries, breweries, food lovers, quilters, outdoor activities, cultural activities, girl’s week-end, boutique shopping, etc. Because they are specific, niche markets they can be targeted making the marketing effort more effective and measurable.

**B. Expected impact on overnight stays on the island.**

We anticipate a 3.5% increase of overnight stays on the island. Overnight visitors spend 4 times as much as day visitors and are therefore a target worth pursuing. Having more activities not only increases the distance that people are willing to travel, but also increases overnight stays. Itineraries and activities extending beyond a day will also target specific markets and increase overnight stays. Bainbridge Island lodging establishments have become a base for visitors experiencing not only the many assets of the island, but also for those visiting the entire Peninsula. Our off-season Spirits and Spirits event will also increase overnight stays as it grows in popularity.

**C. Projected economic impact on Bainbridge Island businesses, facilities, events and amenities, including sales of overnight lodging, meals, tours, gifts, and souvenirs.**

We expect a conservative increase of 3.5% of visitors (including day trippers). Washington’s Sanctuary Shore focuses on the Best of the Best in each community, including restaurants, entertainment and retail. Although visitors come for the primary activity or anchor tenant, 60% of their spending will be on activities other than the primary reason that they came, according to Roger Brooks. Therefore, all businesses will benefit from the marketing of the Best of the Best.

The Spirits and Spirits event will have a direct effect on the Bainbridge Island establishments that participate.

**D. The projected potential to draw visitors in the off season, i.e. October 1 until Memorial Day.**

As described in Project Information section, NKTC’s number one project objective is to Implement Shoulder Season Campaigns to increase overnight stays from Labor Day to Memorial Day. The potential is high and could be conservatively estimated to be an increase of 5% over last year.

Spirits & Spirits 2015 was the first major North Kitsap-wide event to increase customer traffic to retail businesses and lodging establishments during the off-season. We anticipate 150 overnight stays this year in

conjunction with the Port Gamble Paranormal Conference of which 50% will be from greater than 50 miles away. We intend to grow the event yearly and draw visitors from greater distances and increasing numbers each year.

**E. The organizations demonstrated history of organizational and project success.**

Please see Appendix A, D, and E.

**F. Describe any partnerships with other organizations and businesses in the proposed project – including efforts to minimize duplication of services where appropriate and encourage cooperative marketing.**

The very nature of our project and organization is partnership and collaboration. Our website will focus on anchor tenants and events and will link to community websites for detail, therefore reducing redundancy. We also look forward to further developing partnerships on Bainbridge Island.

See page 3 and 4 for a list of our partners.

**G. Describe the degree to which the project goals and/or results can be objectively assessed.**

As previously discussed, we will be measuring the effectiveness of the online activities as follows:

Primary Goal – 1000 qualified newsletter subscribers

Website – Google Analytics and other detailed digital tools

Email Newsletter – increase in contacts, open rate, clicks to website

Videos – Detailed digital analytics

Increased visitors and duration of stay – research possible metrics and methodology

Increase in Surveys

**H. Describe the degree to which the project will leverage award funds with additional matching funds or donated in-kind goods or services.**

Funds awarded in 2018 by Bainbridge Island will be leveraged by contributions from the other communities will be leveraged by more than a factor of 4, as they were in 2017.

The NKTC Board and Marketing Committee have contributed more than 350 volunteer hours so far in 2017, and more to come during the Spirits and Spirits Festival this October.



**North Kitsap Tourism Alliance  
2018 Budget**

**Revenue**

Cash on Hand 1/1/2016	1,000	
Bainbridge Island LTAC	10,000	<b>BI LTAC Breakdown</b>
Olympic Property Group	5,000	\$3150 Creative Design, maintenance, management of
Noo-Kayet Development Corporation	5,000	Social Media, website, newsletter, marketing plan to
Port Madison Enterprises	9,000	represent Bainbridge Island
Poulsbo LTAC	10,000	\$2000 Marketing Content Editor
Kitsap County LTAC	18,000	\$500 Facebook Ads
Kingston Stakeholders	500	\$500 Spirits & Spirits
app x Port Gamble S'Klallam Tribe	2,000	\$250 Printing
Suquamish Tribal Fund	2,000	\$2400 - 2 Videos Featuring Bainbridge Island
Port of Kingston	500	<b>TOTAL: \$10000</b>

**Total Revenue** **\$ 63,000**

**Expenses**

Creative design, implementation, managment & maintenance of social media, website, newsletter, marketing plan	24,000
Marketing content editor	12,000
Digital Advertising & videos	16,000
Facebook Ads	4,000
Newsletter email program	300
Website domain renewals	300
Spirits and Spirits Event	2,000
Printing	1,000
Board Insurance	800
Liability Insurance	1,000
Annual State Corporate Renewal	10
Attorney fees - corporate	500

**Total Expenses** **\$ 61,910**

**Balance** **\$ 1,090**



BOARD OF  
DIRECTORS

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**Linda Lincoln**

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Edward Moydell

Rick Pedersen

Steve Walden

Rex Oliver, IOM

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Platinum Members:

Treehouse Café

Bainbridge Island Brewing

Elmquist Real Estate Ser.

Harrison Medical Center

Kitsap Bank

Puget Sound Energy

Gold Members:

Town & Country Markets

Sears & Associates

HomeStreet Bank

September 15, 2017

To: Lodging Tax Advisory Committee

Re: North Kitsap Tourism Coalition

Committee Members,

The Chamber would like to offer support for The North Kitsap Tourism Coalition submission for LTAC funding during the 2018 budget cycle.

Mickey Molnaire, Chamber staff, is a board member of the NKTC and has been representing the Chamber as that organization works to provide an umbrella marketing program for all North Kitsap County. Partnering with the NK communities has given the NKTC team strength in its decision making and in its marketing.

The LTAC funds will be put to good use in creating information to be included in the North Kitsap Peninsula web site. Articles, day trip itineraries, where to dine and feature videos are just some of the forms that information will be take.

We have seen the results of NKTC's hard work with the production of videos and the very successful Spirits and Spirits event.

We offer support for the application by the North Kitsap Tourism Coalition and if you have any questions please contact me at the Chamber office.

Respectfully,

Rex Oliver, IOM

President/CEO

Bainbridge Island Chamber of Commerce

*"Creating a Strong, Sustainable Local Economy"*

BAINBRIDGE ISLAND CHAMBER OF COMMERCE

395 Winslow Way East, Bainbridge Island, WA 98110 t. 206.842.3700 f. 206.842.3713 [www.bainbridgechamber.com](http://www.bainbridgechamber.com) [info@bainbridgechamber.com](mailto:info@bainbridgechamber.com)

Social Media Data  
NKTC: Appendix A

As of September 14th, 2017: 2972 Likes to Facebook Page

Community	Type	Event/Video Name	People Reached	Views-FB	Engagements	Shares	Likes	Website Views	Embeds	TV Homes
Bainbridge Island	Video	Mochi Tsuki Video (Japanese-American New Year Video)	7,355	5,100			14			
Bainbridge Island	Post	Chilly Hilly Bike Race	446	423			2			
Bainbridge Island	Video	Girls Night Out Video	1,260							
Suquamish	Post	Valentines Dinner Post	3,194		131	6				
Suquamish	Video	Kiana Lodge Brew Fest Video Ad	489	174		2				
Port Gamble	Post	Fishline Race Post <a href="http://poulsborunning.com/events/fish">http://poulsborunning.com/events/fish</a>	2,919		111	8		9		
Port Gamble	Video	Ghost Walk Tours	1,131			2				
Port Gamble	Video	Stottlemeyer 30/60	883	194		3				
S'Klallam	Post	Stan Purser Powwow Post	2,491			26				
S'Klallam	Post	Heronswood Garden Open Post <a href="http://www.wasantuarys">http://www.wasantuarys</a>	4,061		89	37		31		
S'Klallam	Video	Stan Purser Powwow Video	2,178	763		24				
S'Klallam	Video	Heronswood Garden Video	4,869	2,400		88				
Kingston	Post	Kites Over Kingston	5,252		151	29	73			
Poulsbo	Video	Girls Night Out Video	1,260	423		2				
Poulsbo	Video	Viking Fest 2016 Video Ad	11,680	4,100		156	39			
All	Post	4th of July - Fun of July Post <a href="http://www.wasantuaryshore">http://www.wasantuaryshore</a>	5,376		182	20	67	105		
All	Post	Summer Music Series / NK Summer Series Post <a href="http://www">http://www</a>	6,096		278	26	70	174		
Kingston	Video	Things to do in Kingston Wa Video	7088	5,249		47			10	
Kingston	Video	Kola Kole	17,648	6,500				353		
All	Video	Spirits & Spirits promo	446	219				434		
All	Video	Spirits & Spirits promo 2016	57,421	26,000	164	126		3858		
Kingston	Video	Kingston Cove Christmas/FB Promo	9636	6,800	2801	45	51	1510		
Kingston	Video	Kingston Cove Opening Day-Boating FB Promo	18,000	14,000	60	60	60	8,000		
Poulsbo	Video	Poulsbo Twilight Criterium FB Ad	9,885	8,700	39	28	39	101		
Poulsbo	Video	Viking Fest 2017 Video FB Ad	53,188	35,000	2791	224	2791	1261		
All	Video	NK 4th of July Weekend Events FB Video Ad	8040	5,900	4194	18	4194	226		
All	Post	NK 4th of July Weekend Events FB Image Ad Post	3140		129	33	129			
Bainbridge Island	Video	Wine on the Rock Fb Promotions	13096	9,135	64	39	64	88		
Poulsbo	Video	What's Your Sanctuary	65,000	35,000	860	570	290			
All	Video	NK Lodging Video		211	11	1	11			
Bainbridge Island	Video	What's Your Sanctuary		11,743	99	83	99			
Totals			323,528	178,034	12,154	1,719	7,977	16,150	10	150,000

Appendix D

North Kitsap Tourism Coalition Tourism Contribution to Kitsap County											
Event	Attendance						NKTC Market Outreach				
	Total	Kingston	Kitsap Counry	O/S Kitsap County	O/N Visitor	Total O/S Kitsap Cty	People Reached	Facebook Views	Shares	Engage-ments	Website Views
Kingston Cove Christmas <sup>7</sup>	2000	55% 1150	26% 480	19% 380	Not collected	19% 380	9635	6800	45	2801	1510
Kingston Cove Opening Day <sup>4,5</sup>	705	40% 277	26.5% 187	21% 152	7% 47	28% 199	18,725	14,000	60	60	
Kingston July 4th <sup>6</sup>	7000	34% 2380	21% 1470	24% 1680	21% 1470	45% 3150	11,180	6000	51	4326	4326
Kingston Wine and Brew Walk <sup>5,7</sup>	500	34% 170	30% 150	24% 120	12% 60	36% 180	All promotion done by the Chamber.				
Kingston Spirits and Spirits <sup>4</sup>	Data not collected. Expected 100, had 300 attendees.						57,421	26,000	126	GT 164	4503
<b>TOTALS</b>	14,114	3977	6264	2332	1577	3909	96,961	52,800	282	7351	10,339

**Shoulder Season events.**

1. Included are only those events where attendance data were collected. Additional events will be included next year.
2. Attendance data collected by NKTC Bead Jar Methodology.
3. Digital promotion provided by the North Kitsap Tourism Coalition
4. First time events.
5. Sponsored by the Kingston Cove Yacht Club, the Greater Kingston Chanber of Commerce and the Port of Kingston.
6. Sponsored by the Kingston 4th of July Celecbration Committee
7. Sponsored by the Greater Kingston Chamber of Commerce

## Appendix E

### Kingston Cove Opening Day NKTC and VKP Outreach

Event	Attendance <sup>1</sup>						NKTC Market Outreach				
	Total	Kingston	Kitsap Coutny	O/S Kitsap County	O/N Visitor	Total O/S Kitsap Cty	Ad Type	People Reached	Video Views	Shares	Engage- ments
Kingston Cove Opening Day	705	40% 277	26.5% 187	21% 152	7% 47	28% 199	Video Targetted	18,725	14,000	60	60
1. Attendance data collected by NKTC Bead Jar Methodology.							VKP Market Outreach				
							Kitsap Cty May-June Overview	12,210	NA	98	365
							Video Targetted	1402	378	0	7

## **APPENDIX F**

### **WHAT'S YOUR SANCTUARY**

Poulsbo: <https://vimeo.com/229339697>

Bainbridge Island: <https://vimeo.com/175790031>

Kingston: <https://vimeo.com/136529250>

Heronswood: <https://vimeo.com/170715596>

White Horse: <https://vimeo.com/129028713>

### **NKTC LTAC EVENT PROMOTIONS**

Wine On The Rock Promo: <https://vimeo.com/220716896>

Wine On The Rock interview: <https://vimeo.com/224368836>

Poulsbo Twilight Criterium promo: <https://vimeo.com/218547662>

Poulsbo Events: <https://vimeo.com/181690556>

Kingston Cove Opening Day Promo: <https://vimeo.com/213606639>

Kingston Cove Christmas Promo: <https://vimeo.com/191417028>

### **NKTC EVENT**

Sprits and Spirits television promo: <https://vimeo.com/140857072>

Spirits and Spirits Facebook promo: <https://vimeo.com/183418262>

### **CULTURAL**

Stan Purser: <https://vimeo.com/162468696>

Viking Fest: <https://vimeo.com/214763893>

Japanese New Year: <https://vimeo.com/150733674>

### **NORTH KITSAP LODGING**

<https://vimeo.com/230849194>

LTAC Grant Selection Committee,

The Winery Alliance of Bainbridge Island (WABI) is a critical part of growing the tourism of Bainbridge Island with a mission of raising awareness of Bainbridge Island as a wine destination worth the visit. WABI does this by producing the best wine possible using grapes grown on the island as well as from Eastern Washington and organizing events to attract wine lovers and promote tourism. In order to expand our efforts and increase attendance at our events, partnership with local organizations is imperative. In 2017, North Kitsap Tourism Coalition was a tremendous partner to us in helping promote our Wine on the Rock events. NKTC created 7 short videos for each of the wineries to individually promote the July Wine on the Rock event, created a promotional video highlighting past events and also produced an interview video with both organization's Executive Directors. NKTC also spent their marketing funds on Facebook ads to promote these videos.

The videos produced by NKTC are high quality and professional and help elevate Bainbridge Island wines as well as Bainbridge Island as a whole. The videos that were produced help our wineries look like an exciting wine area to visit and we would not have seen the strong attendance results we saw for our July event had it not been for the videos and promotional support of NKTC.

We would absolutely support NKTC's efforts and application for LTAC funds to help promote tourism on our island. The momentum they have started in partnership with our wineries have been invaluable and we hope to continue it again in 2018.

Thank you,

